



**Key Informant Interviews with
Students, Experts, and
LEAN Regional Coordinators
about
Healthy Eating, Physical Activity, and
Multicultural Youth**

for

**California Project LEAN
Food on the Run Campaign
California Department of Health Services
Public Health Institute
Funded by
The *California* Endowment**

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Report of Key Informant Interviews on the *Food on the Run* Campaign

I. Introduction

This report summarizes the major findings from interviews that were conducted with three key informant groups, namely: 1) 32* high school students (aged 14-18 years old) attending California high schools funded to implement the *Food on the Run* campaign. 2) 20 experts from diverse professional backgrounds that, in some way, involve delivering and influencing food and physical activity choices among youth, and; 3) 20 Project LEAN regional coordinators who work on the *Food on the Run* campaign. The primary purpose of these interviews was to gain insight into high school student's knowledge, attitudes, practices, beliefs, benefits, and barriers to eating healthy and being physically active. This information will be used in the development of communication strategies and messages.

In the first section of this report, we outline the methodology that was used to design the survey instruments, protocols, and selection of key informant subjects. In the second section, we discuss the qualitative findings of these youth, expert, and LEAN region surveys. The third section discusses project implications. Finally, the fourth section concludes with a set of appendices that provide background documentation (e.g., survey instruments and protocols).

At the onset of this project, we identified five principal objectives of the key informant interview process. The objectives are as follows:

1. To build on **previous work** conducted by *California Project LEAN's Food on the Run* campaign;
2. To build on the **existing research** of underserved adolescents' eating and physical activity behaviors;
3. To investigate issues and concepts with experts, Project LEAN regional coordinators, and high school youth that will contribute to developing **culturally appropriate, motivating and creative messages**;
4. To determine which channels/strategies work best for communicating to youth messages about healthy eating and physical activity;
5. To investigate the **individual roles** that the **10 LEAN Regions, voluntary organizations, industry, and the (mass) media** can play in increasing access to, and the appeal of, healthy food and physical activity options to low income, multicultural youth.

* Four youth were interviewed in each of eight Project LEAN Regions. Interviews from a 9th region (Sierra Cascade) were not received in enough time for inclusion in the report; however, a review of these additional four surveys shows that responses were consistent with the reported responses.

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